PUBLIC OPINION

IN JORDAN ABOUT THE UNITED NATIONS

The UN Department of Public Information commissioned a public opinion poll in Jordan to assess the awareness, knowledge and image of the UN. The poll was carried out during October 1990.

■ THE RESULTS IN BRIEF

- Almost all Jordanians have heard of the United Nations and about three quarters are able to name a UN-related institution or body.
- Most Jordanians think the UN is doing a poor job. The Organization is rated according to perceptions of its handling of the Palestinian question.
- Most Jordanians are interested in the activities of the UN in the areas of international peace and security, human rights and refugee resettlement.

ABILITY TO NAME A UN INSTITUTION

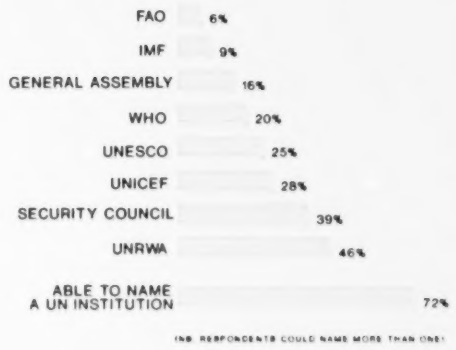

FIGURE 1

AWARENESS AND KNOWLEDGE OF THE UN

Ninety-nine per cent of Jordanians know about the United Nations. Students and people in higher income groups are most familiar with the international Organization.

Seventy-two per cent of Jordanians were able to name a UN-related institution or body. Not surprisingly, the United Nations Relief and Works Agency (UNRWA) which maintains a vital presence in the Middle East region is the most known. Forty-six per cent of those surveyed named UNRWA, 39 per cent the Security Council, 28 per cent UNICEF, 25 per cent UNESCO, and 20 per cent WHO.

UNITED NATIONS ISSUE NO.12–MARCH 1991

READEX FICHE

IDENTIFYING THE UN SECRETARY-GENERAL

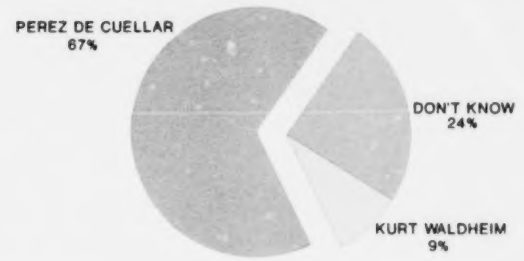

FIGURE 2

UN PERFORMANCE RATING

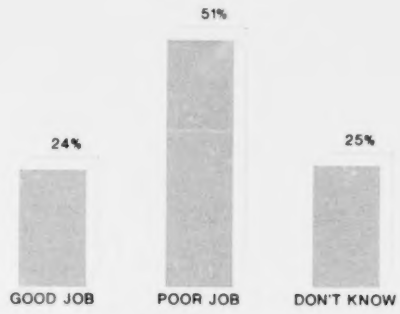

FIGURE 3

Almost all socio-demographic groups displayed extensive knowledge of the United Nations. Overall, students and people in the higher income brackets were more knowledgeable about the Organization.

IDENTIFICATION OF THE UN SECRETARY-GENERAL

Sixty-seven per cent of those polled correctly identified Javier Pérez de Cuéllar as the UN Secretary-General. The Secretary-General was well known among those with a university education (90 per cent) as well as high income earners (89 per cent). Eighteen to twenty-nine year-olds were also more likely to identify the UN Secretary-General. Nine per cent of the population thought Kurt Waldheim was still the UN Secretary-General.

RATING UN PERFORMANCE

Although the United Nations is well-known in Jordan, most of those surveyed were not satisfied with its performance. Those who said the UN is doing a good job (24 per cent) were about one half of those who said it is not.

The most positive about UN performance were secondary school students (32 per cent) followed by high income earners (25 per cent). Those with a university education were the most critical of the performance of the Organization.

REASONS FOR UN PERFORMANCE RATING

Most of those who rated the performance of the Organization favourably commended it for providing emergency assistance to developing countries. Others cited UN efforts in refugee resettlement, peace and security, seeking solutions to regional conflicts and providing special programmes for women and children.

SOURCES OF INFORMATION ON THE UN

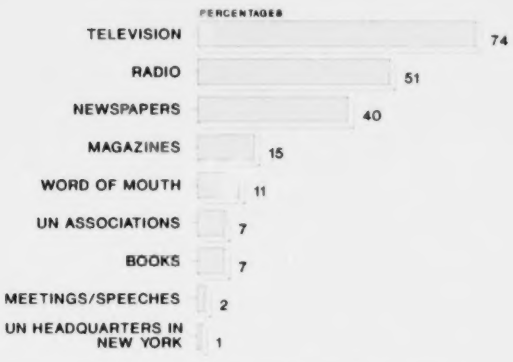

FIGURE 4

TEACHING ABOUT THE UN

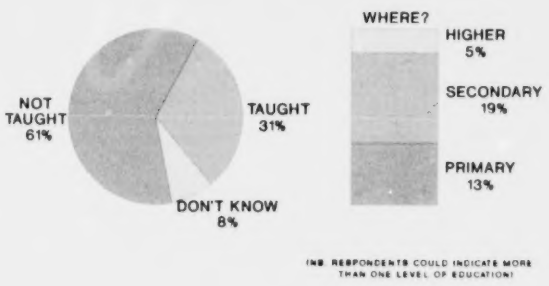

FIGURE 5

A majority of those who rated UN performance as poor said the United Nations is taking a one-sided position regarding the Palestinian question (45 per cent). Others contended that the UN does not operate on objective principles and is not effective in implementing its resolutions. Some felt the United Nations was handicapped by the use of the veto by some Member States.

SOURCES OF INFORMATION

Broadcast and print media are the prime sources of information on the United Nations. Television is the leading source among all the various media. Proportionately, high income earners and college students use television more than other groups. All socio-demographic groups cited word of mouth as an important source of information on the United Nations. About a third of all Jordanians recalled being taught about the United Nations at school—a majority in high school. There is more teaching about the UN in urban areas than in rural areas.

INTEREST IN UN ISSUES

Most Jordanians are interested in the activities of the United Nations dealing with international peace and security, human rights and refugee resettlement (see Fig. 6). About two thirds of those surveyed expressed interest in the work of the UN in general.

CONCLUSION

Almost all Jordanians know of the United Nations and most of them show some knowledge of the Organization's institutions. Word of mouth is an important source of information on the UN for Jordanians. Those who cited television as their prime source of news on the United Nations had a greater knowledge of its institutions or bodies. The effectiveness of the Organization seems to be measured by how it is perceived in its handling of the Palestinian question.

INTEREST IN UNITED NATIONS ISSUES

	VERY INTERESTED %	SOMEWHAT INTERESTED %	NOT INTERESTED %
INT'L PEACE AND SECURITY	75	12	10
HUMAN RIGHTS	73	14	10
REFUGEES & DISASTER RELIEF	70	16	11
DISARMAMENT	67	17	13
CHILDREN'S ISSUES	64	20	14
AIDS	62	16	19
THE WORK OF THE UN IN GENERAL	61	20	15
WORLD FOOD PROBLEMS	60	22	15
DRUG ABUSE	56	23	18
INT'L LAW & TREATIES	56	20	20
CRIME PREVENTION	55	24	18
EQUAL RIGHTS FOR WOMEN	53	22	22
DECOLONIZATION	53	21	22
RACIAL DISCRIMINATION	53	21	22
INT'L DEBT CRISIS	52	21	23
ECONOMIC DEVELOPMENT	49	26	22
ENVIRONMENTAL PROTECTION	46	25	26
POPULATION ISSUES	45	24	28
TRADE & DEVELOPMENT	45	23	29
IMPROVING HOUSING CONDITIONS	44	23	30
NEW WORLD INFORMATION ORDER	42	25	29
APARTHEID IN SOUTH AFRICA	42	25	30
AFRICAN ECONOMIC RECOVERY	39	19	37

(NB. SOME RESPONDENTS INDICATED "DON'T KNOW" OR GAVE NO ANSWER TO SOME OF THE ISSUES)

FIGURE 6

HOW THE POLL WAS DONE

The poll was conducted by Market Research Organization (MRO), a research company based in Amman, Jordan. They interviewed a nationally representative sample of 1,000 men and women aged 15 and over. The interviews were carried out face-to-face in respondents' homes during October 1990. The margin of sampling error is estimated at ± 3 per cent.

The Programme Evaluation and Communications Research Unit of the United Nations Department of Public Information undertakes public opinion polls to "analyse trends of public opinion throughout the world about the activities of the United Nations and the extent to which an informed understanding of the work of the United Nations is being secured". General Assembly resolution 13(1), paragraph 13, Annex 1 of 13 February 1946.

For more information, contact the Programme Evaluation and Communications Research Unit,
Department of Public Information, United Nations, New York, N.Y. 10017
Phone (212) 963-6872, Fax (212) 963-4361

UNITED NATIONS

DPI/1126—40278—March 1991—2M

PUBLIC OPINION

IN NIGERIA ABOUT THE UNITED NATIONS

The UN Department of Public Information commissioned a public opinion poll in Nigeria to assess the awareness, knowledge and image of the UN. The poll was carried out during August through November 1990.

■ THE RESULTS IN BRIEF

- Over one half of Nigerians are aware of and knowledgeable about the United Nations.
- Approximately fifty per cent of those polled rate the Organization's work as good.
- Interest in the United Nations is high in Nigeria. Specifically, most Nigerians are interested in United Nations activities related to international peace and security, human rights and economic development.

AWARENESS OF THE UNITED NATIONS

FIGURE 1

AWARENESS AND KNOWLEDGE OF THE UN

Fifty-seven per cent of Nigerians have heard of the United Nations. Overall, those most familiar with the international Organization are 18-29 year-olds followed by those between the ages of 30 and 34.

The question on awareness about the UN was also asked in 1985 by the research unit of the British Broadcasting Corporation. The survey covered the urban area of Lagos rather than the overall population. Of the 500 Nigerians who were polled, 65 per cent said they had heard of the Organization.

UNITED NATIONS ISSUE NO.13—MARCH 1991

ABILITY TO NAME A UN INSTITUTION

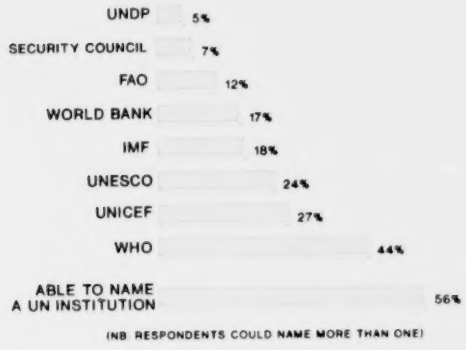

FIGURE 2

UN PERFORMANCE RATING

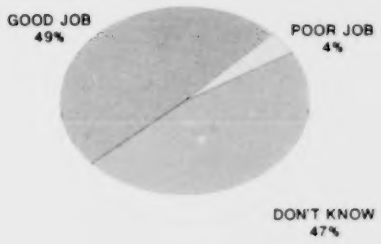

FIGURE 4

IDENTIFYING THE UN SECRETARY-GENERAL

FIGURE 3

In the 1990 poll, 56 per cent were able to name a UN-related institution or body. WHO, UNICEF and UNESCO are the most known. The profile for those most knowledgeable about the Organization is similar to those aware of it. Those least knowledgeable about the Organization were mostly people over 60 years.

IDENTIFICATION OF THE UN SECRETARY-GENERAL

Presented with a list of five Secretaries-General since 1945, 18 per cent of those polled correctly chose Javier Pérez de Cuéllar as the current UN Secretary-General. Each of the previous Secretaries-General was identified by two per cent or less. However, a majority of Nigerians (75 per cent) said they did not know.

The Secretary-General was well known among government officials and professionals. Those taught about the UN at school were more likely to know the name of the current Secretary-General than those not taught.

RATING UN PERFORMANCE

All population groups in Nigeria were more positive than negative about the performance of the Organization. The most positive were students.

Forty-nine per cent of Nigerians rated the work of the Organization as good, while four per cent rated it as poor. Those not able to evaluate the performance of the Organization (47 per cent) were almost as many as those who said it was doing a good job.

REASONS FOR UN PERFORMANCE RATING

Positive performance ratings by Nigerians were based on the UN's role in maintaining world peace and enhancing economic development. Other comments dwelt on UN technical assistance to developing countries as well as UN health and education programmes geared toward improving living standards in the developing countries.

The UN's role in refugee resettlement and its efforts in fighting racial discrimination were also mentioned.

The major reason given by the relatively few who rated the Organization's work as poor, was that the UN is ineffective in making peace between Member States. A few others perceived the United Nations as not doing enough in fighting apartheid policies in South Africa. Others regarded the policies of the Organization's financial institutions as not favouring developing countries.

SOURCES OF INFORMATION

Radio is the dominant source of information about the UN in Nigeria. It was cited by 49 per cent of those polled. Other sources of information were television, newspapers, magazines and books.

A third of all Nigerians recalled being taught about the United Nations at school—a majority in secondary/high school.

SOURCES OF INFORMATION ON THE UN

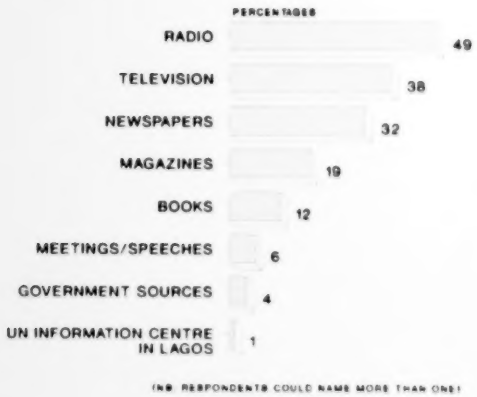

FIGURE 5

TEACHING ABOUT THE UNITED NATIONS

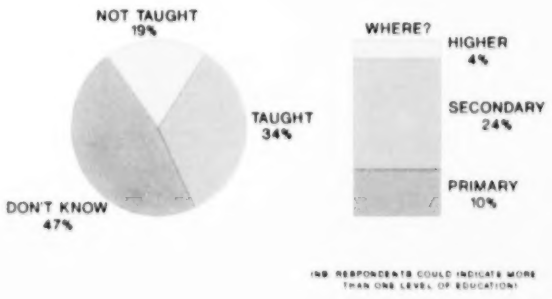

FIGURE 6

INTEREST IN UN ISSUES

International peace and security, human rights and economic development are the top UN issues of interest in Nigeria. African economic recovery, environmental protection, trade and development, and world food problems are other UN issues of interest. About one half of those polled did not answer the question.

INTEREST IN UNITED NATIONS ISSUES

	VERY INTERESTED %	SOMEWHAT INTERESTED %	NOT INTERESTED %
INT'L PEACE AND SECURITY	52	3	1
HUMAN RIGHTS	51	4	1
ECONOMIC DEVELOPMENT	50	5	1
THE WORK OF THE UN IN GENERAL	50	5	1
AFRICAN ECONOMIC RECOVERY	48	6	2
ENVIRONMENTAL PROTECTION	48	6	1
TRADE & DEVELOPMENT	48	7	1
WORLD FOOD PROBLEMS	48	6	2
CHILDREN'S ISSUES	47	7	2
CRIME PREVENTION	46	7	3
APARTHEID IN SOUTH AFRICA	45	7	3
REFUGEES & DISASTER RELIEF	44	8	3
POPULATION ISSUES	40	11	5
AIDS	40	8	8
DRUG ABUSE	40	8	7
DECOLONIZATION	39	11	6
INT'L LAW & TREATIES	39	11	5
DISARMAMENT	38	10	1
IMPROVING HOUSING CONDITIONS	38	8	4
NEW WORLD INFORMATION ORDER	37	14	5
RACIAL DISCRIMINATION	36	9	10
EQUAL RIGHTS FOR WOMEN	36	3	9
INT'L DEBT CRISIS	35	12	9

(NB: SOME RESPONDENTS INDICATED "DON'T KNOW" OR GAVE NO ANSWER TO SOME OF THE ISSUES)

FIGURE 7

HOW THE POLL WAS DONE

The poll was conducted in Nigeria by Research Bureau Nigeria Limited (RBNL). They interviewed a nationwide representative sample of 8,771 men and women aged 15 and over. The interviews were carried out face-to-face in respondents' homes from August to November 1990. The margin of sampling error is estimated at ± 3 per cent.

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CONCLUSION

The United Nations is perceived by most Nigerians to be a forum for discussing international issues. They see it as an Organization working for world peace. Most Nigerians rate the success of the Organization on the basis of the issues that directly affect their lives.

For more information, contact the Programme Evaluation and Communications Research Unit,
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Phone (212) 963-6872, Fax (212) 963-4361

UNITED NATIONS

DPI/1127–40279–March 1991–2M

PUBLIC OPINION

IN HUNGARY ABOUT THE UNITED NATIONS

The UN Department of Public Information commissioned a public opinion poll in Hungary to assess the awareness, knowledge and image of the UN. The poll was carried out during October-November 1990.

■ THE RESULTS IN BRIEF

- Over ninety per cent of Hungarians know about the United Nations; almost one half of those polled are able to name a UN-related agency.
- A majority of Hungarians believe the Organization is doing a good job.
- Most of them are interested in learning more about United Nations activities; their greatest interest is in children's issues.

AWARENESS OF THE UNITED NATIONS

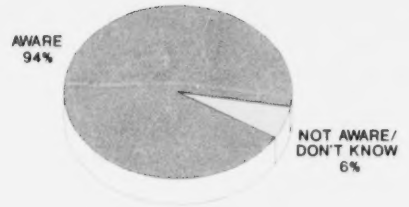

FIGURE 1

AWARENESS AND KNOWLEDGE OF THE UN

Ninety-four per cent of Hungarians have heard of the United Nations. The highest awareness (100 per cent) was among high income earners as well as among those with advance education. Those between the ages of 25 and 39 were also more likely to know about the UN.

Well over two fifths (46 per cent) of all Hungarians could name a UN agency or body. At least 15 per cent of those polled mentioned WHO, UNICEF, Security Council, UNESCO and FAO. The General Assembly, IMF, and World Bank were each mentioned by five per cent. Two per cent erroneously thought the Red Cross is a UN-related agency.

UNITED NATIONS ISSUE NO.14—MARCH 1991

ABILITY TO NAME A UN INSTITUTION

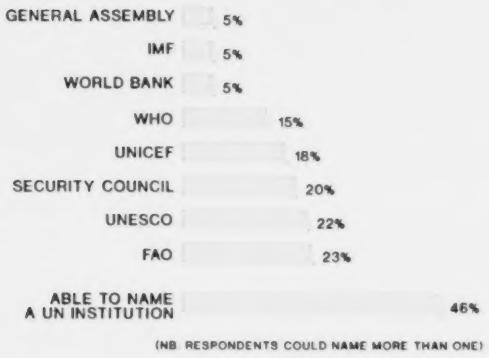

FIGURE 2

IDENTIFYING THE UN SECRETARY-GENERAL

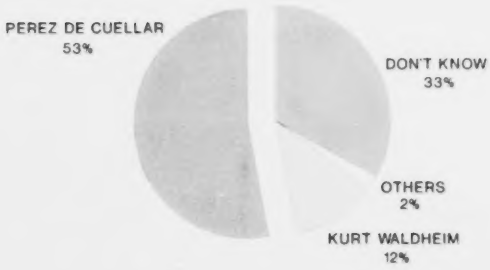

FIGURE 3

UN PERFORMANCE RATING

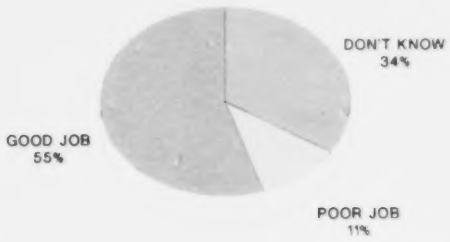

FIGURE 4

Meanwhile, several other UN institutions were each named by less than two per cent of those polled.

In general, the most knowledgeable about the UN tended to be professionals and students. The least knowledgeable were older people.

IDENTIFICATION OF THE UN SECRETARY-GENERAL

Fifty-three per cent of Hungarians knew enough about the United Nations to be able to identify Javier Pérez de Cuéllar as its current Secretary-General. He was most known among college students (86 per cent). Twelve per cent of all Hungarians thought Kurt Waldheim was still the UN Secretary-General. All other previous Secretaries-General were identified by less than three per cent of those surveyed. A third of them could not identify any of the names.

RATING UN PERFORMANCE

Most Hungarians have a positive outlook on the United Nations. Fifty-five per cent of those surveyed said the Organization was performing well compared to eleven per cent who said it was not. A third did not venture an opinion about the Organization's work.

In general, almost all population groups were more positive than negative about UN performance. The ability to express an opinion about the Organization's work increased with the level of education. People in the higher income brackets and professionals were critical of the Organization.

REASONS FOR UN PERFORMANCE RATING

A majority of those who believed the UN was doing a good job said it was successful in managing regional political crises. The UN's mediating role in the Iran-Iraq conflict as well as in the recent Gulf crisis were cited as an example.

A quarter of those who rated UN performance positively specifically cited UN initiatives in maintaining world peace. Other fields of UN success in the opinion of those polled, were economic aid and disaster relief efforts, human rights, and social development.

The relatively few who were critical of the Organization's work said the UN has no executive authority and that it was influenced too much by the superpowers. Most of the negative comments were more general than specific.

SOURCES OF INFORMATION

Most Hungarians cited television as the main source of information on the UN. Other sources mentioned were radio, newspapers, magazines and books. All other sources scored two per cent or less. Television as a prime source of news is used more by high income earners and university students than other socio-demographic groups.

SOURCES OF INFORMATION ON THE UN

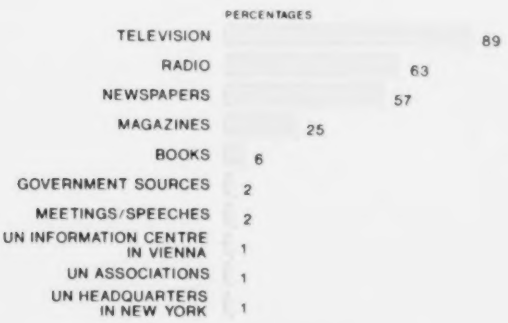

FIGURE 5

TEACHING ABOUT THE UNITED NATIONS

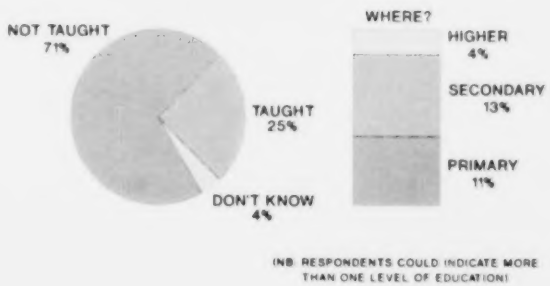

FIGURE 6

Approximately a third of all Hungarians said they had been taught about the UN at school. Overall, 71 per cent of all Hungarians were not taught about the UN.

INTEREST IN UN ISSUES

A majority of Hungarians expressed interest in UN activities dealing with children's issues, international peace and security, human rights, economic development, crime prevention and environmental protection. In general, Hungarians assign low priority to issues such as apartheid in South Africa, decolonization and African economic recovery.

INTEREST IN UNITED NATIONS ISSUES

	VERY INTERESTED %	SOMEWHAT INTERESTED %	NOT INTERESTED %
CHILDREN'S ISSUES	69	21	4
HUMAN RIGHTS	65	26	4
INT'L PEACE & SECURITY	65	26	4
ECONOMIC DEVELOPMENT	65	25	4
CRIME PREVENTION	64	25	7
ENVIRONMENTAL PROTECTION	60	30	6
DISARMAMENT	57	29	8
TRADE & DEVELOPMENT	53	33	8
WORLD FOOD PROBLEMS	46	42	7
INT'L DEBT CRISIS	44	35	15
IMPROVING HOUSING CONDITIONS	43	36	16
DRUG ABUSE	43	31	21
AIDS	42	33	19
RACIAL DISCRIMINATION	38	39	17
REFUGEES & DISASTER RELIEF	35	46	14
EQUAL RIGHTS FOR WOMEN	31	41	23
INT'L LAW & TREATIES	25	40	24
THE WORK OF THE UN IN GENERAL	23	55	14
NEW WORLD INFORMATION ORDER	21	40	23
POPULATION ISSUES	20	48	24
APARTHEID IN SOUTH AFRICA	18	40	34
DECOLONIZATION	16	36	38
AFRICAN ECONOMIC RECOVERY	7	37	49

(NB: SOME RESPONDENTS INDICATED "DON'T KNOW" OR GAVE NO ANSWER TO SOME OF THE ISSUES)

FIGURE 7

HOW THE POLL WAS DONE

The poll was conducted in Hungary by MODUS: Business and Social Marketing Consulting, Ltd. of Budapest. They interviewed a nationwide representative sample of 989 men and women aged 15 and over. The interviews were carried out face-to-face in respondents' homes during October-November 1990. The margin of sampling error is estimated at ±3 per cent.

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CONCLUSION

A plurality of Hungarians appear to be quite knowledgeable of the United Nations and its related agencies. Their general outlook on the Organization is quite positive and a majority of them express interest in most of the issues dealt with by the UN.

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Department of Public Information, United Nations, New York, N.Y. 10017
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UNITED NATIONS

DPI/1128—40277—March 1991—2M